

LOUISVILLE AQUATICS

WHERE ARE
WE?



WHERE DO WE
WANT TO GO?

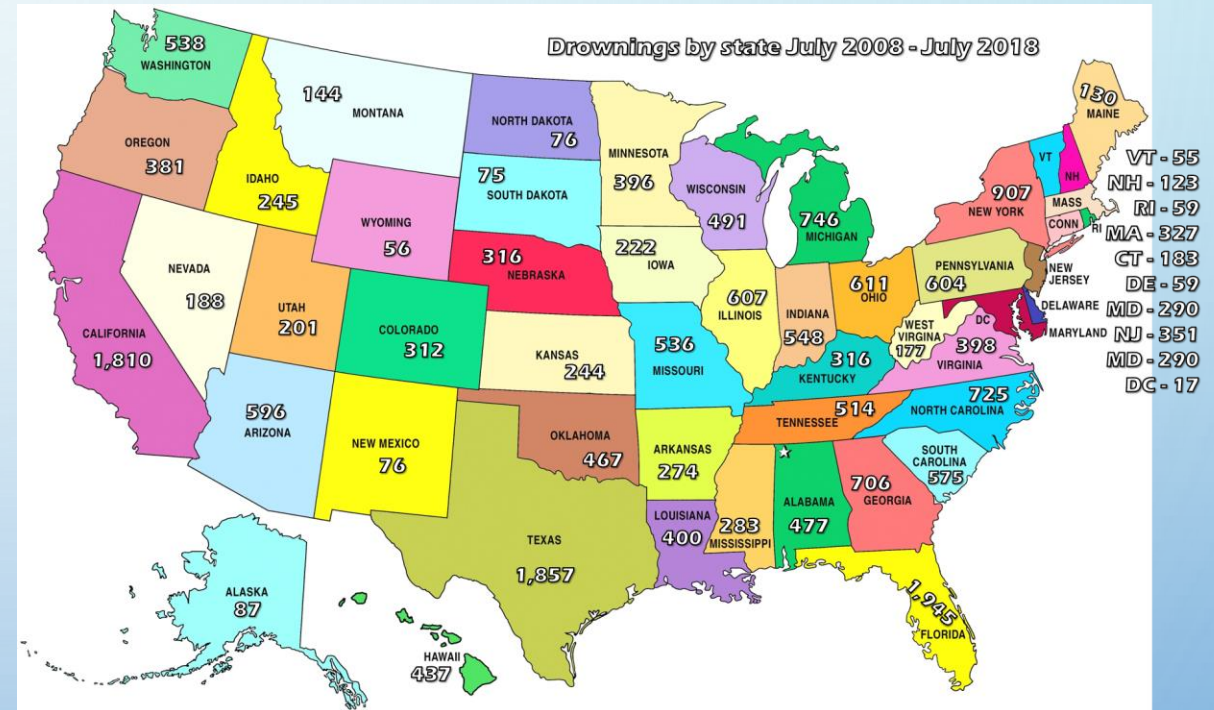
HOW DO WE COMPARE?



**Water-based exercise improves mental health. Swimming can improve mood in both men and women. For people with fibromyalgia, it can decrease anxiety and exercise therapy in warm water can decrease depression and improve mood. Water-based exercise can improve the health of mothers and their unborn children and has a positive effect on the mothers' mental health.

SWIMMING STATISTICS

- ACCORDING TO THE CDC, DROWNING IS THE SECOND LEADING CAUSE OF UNINTENTIONAL DEATH FOR CHILDREN UNDER THE AGE OF 14 AND APPROXIMATELY 10 PEOPLE DIE PER DAY FROM DROWNING.
- RESEARCH HAS SHOWN THAT PARTICIPATION IN FORMAL SWIMMING LESSONS CAN REDUCE THE RISK OF DROWNING AMONG CHILDREN AGED 1 TO 4 YEARS.



SWIMMING STATISTICS

- USA SWIMMING MEMBERSHIP
CURRENTLY EXCEEDS 350,000
SWIMMERS, CLOSE TO 3,000 OF THOSE
ARE WITHIN THE STATE OF KENTUCKY.
- LOUISVILLE METRO AREA HAS OVER
3,000 SUMMER LEAGUE SWIMMERS.
- APPROXIMATELY 60 COMPETITIVE
SWIM EVENTS WERE HELD LAST YEAR IN
ASSOCIATION WITH KENTUCKY
SWIMMING (USA SWIMMING LOCAL
SWIM CLUB).

ClubName
Lakeside Swim Team
Lexington Dolphins
Triton Swimming
Kentucky Aquatics
Cardinal Aquatics
Owensboro Marlin Swimming Incorporated
Southern Kentucky Swim Club
RACE Aquatics Swim Club
Etown Dolphins
Thunderbolt Aquatics
Paducah Swim Team
Thorobred Nautical Team
Bluegrass Marlins Swim Team
Georgetown-Scott County Supersharks
Murray Youth Swim Team
Pennyrile Aquatic Club
Swimchester Sailfish
Monroe Aquatic Club
KCEOC Aquatic Club
Central Kentucky Aquatic Team
Telford YMCA Piranhas
Ashland Area YMCA
Wilderness Trace YMCA
North Lexington YMCA
University of Louisville
Paris-Bourbon County YMCA Sharks
Beaumont Y Barracudas

LOUISVILLE, KY

POPULATION 770,000

- **THE MARY T. MEAGHER AQUATIC CENTER**
 - LAP SWIM
 - WATER EXERCISE AND SWIM LESSONS
 - FITNESS CENTER
- **FOUR OUTDOOR POOLS (\$3 ADULTS / \$2 KIDS UNDER 14)**
 - SUN VALLEY
 - ALGONQUIN
 - FAIRDALE
 - CAMP TAYLOR

FIFTEEN SPRAY GROUNDS AND 16 TRADITIONAL SPRAYPADS



LOUISVILLE, KY



LOUISVILLE'S PEER CITIES

HOW DO WE COMPARE?



INDIANAPOLIS, IN

POPULATION 867,128

- **INDY PARKS AND REC:**

- 19 AQUATIC CENTERS
- 21 SPRAY GROUNDS.

- **THE IU NATATORIUM ON THE IUPUI CAMPUS**

- LARGEST INDOOR AQUATIC FACILITY IN THE UNITED STATES, SEATING CAPACITY OF 4,700
- HOSTED EVENTS RANGING FROM HIGH SCHOOL TO NATIONAL LEVEL MEETS, INCLUDING THE OLYMPIC TRIALS
- MORE THAN 100,000 COMPETITIVE SWIMMERS AND FANS ANNUALLY
- \$20 MILLION RENOVATION IN 2016
- NINETEEN WORLD RECORDS HAVE BEEN SET AT THE IU NATATORIUM AND IT HAS HOSTED 13 OLYMPIC TRIALS

INDIANA UNIVERSITY NATATORIUM



DAILY ADMISSSION: \$6

NASHVILLE, TN

POPULATION 669,053

- **NASHVILLE METRO PARKS AND REC:**
 - 4 INDOOR POOLS ATTACHED TO COMMUNITY CENTERS
 - 4 OUTDOOR POOLS
 - 3 SPRAYGROUNDS
- CITY OF NASHVILLE OPERATES THE **CENTENNIAL SPORTSPLEX** - HOME TO THE NASHVILLE AQUATIC CLUB
- AND **WAVE COUNTRY** – WAVE-ACTION SWIMMING POOLS

NASHVILLE, TN



Wave Country

Adult admission (13 years and older): \$12

Child admission (3 years to 12 years): \$10

Child admission (2 years and under): FREE



Centennial Sportsplex

Ages 4 & Under: Free with paid adult

Ages 5–17: \$7.00

Ages 18–61: \$8.00

Ages 62 & older: \$7.00

MEMPHIS TN

POPULATION 650,618

- **MEMPHIS PARKS AND REC:**
 - 4 INDOOR
 - 13 OUTDOOR POOLS
- **FREE ADMISSION**
- **UNIVERSITY OF MEMPHIS AQUATICS**



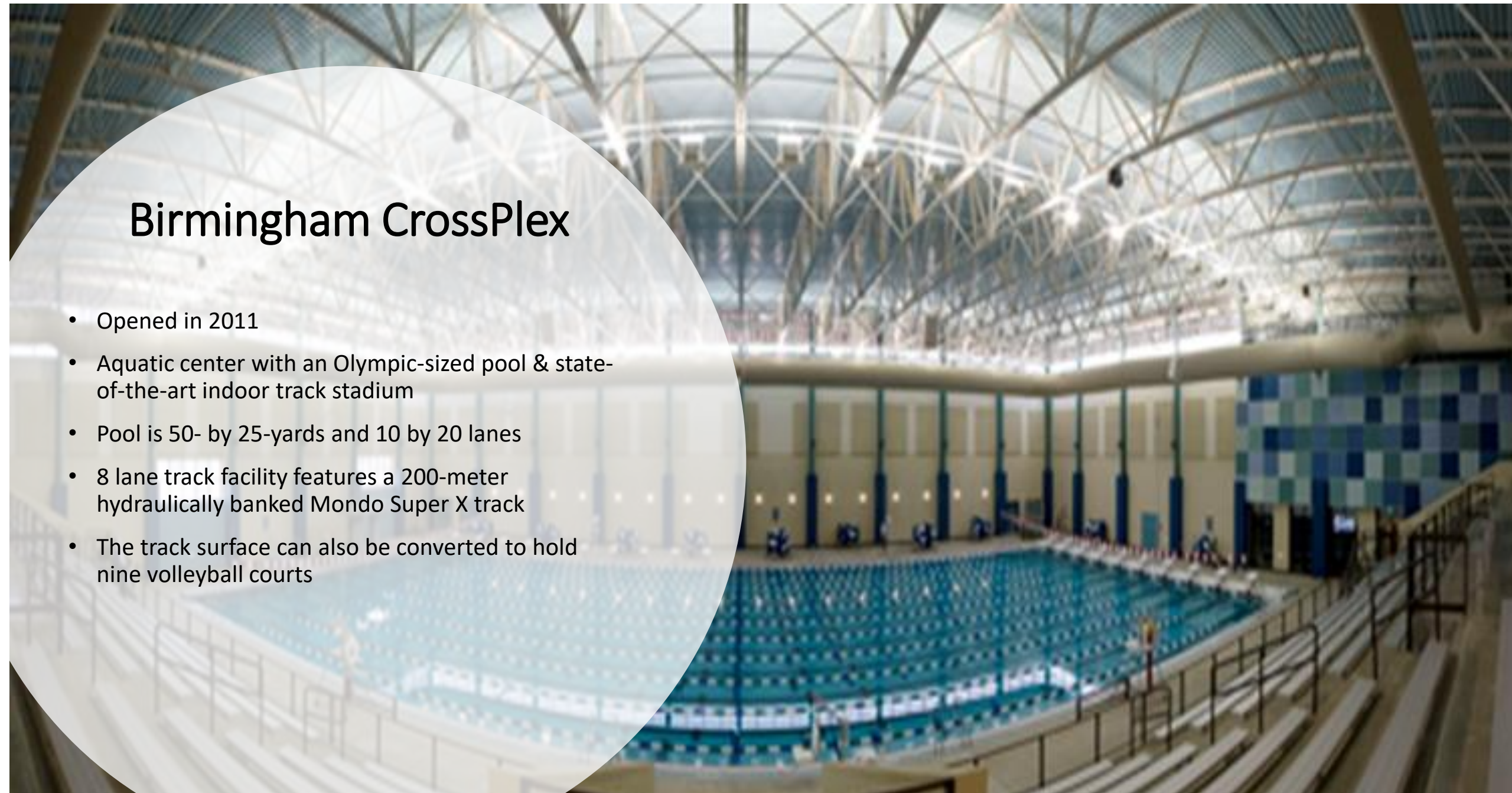
BIRMINGHAM-HOOVER, AL

POPULATION 209,880

- **BIRMINGHAM-HOOVER PARKS AND REC:**
 - 18 BASIC POOLS
 - POOL ADMISSION \$1
- UNIVERSITY OF ALABAMA-BIRMINGHAM HAS AN INDOOR SWIMMING POOL
- BIRMINGHAM SOUTHERN COLLEGE / BIRMINGHAM CROSSPLEX

Birmingham CrossPlex

- Opened in 2011
- Aquatic center with an Olympic-sized pool & state-of-the-art indoor track stadium
- Pool is 50- by 25-yards and 10 by 20 lanes
- 8 lane track facility features a 200-meter hydraulically banked Mondo Super X track
- The track surface can also be converted to hold nine volleyball courts



GREENSBORO, NC

POPULATION 294,722

- **GREENSBORO PARKS AND REC OPERATES:**

- 4 BASIC OUTDOOR POOLS
- 2 INDOOR AQUATIC FACILITIES
- 2 SPLASH PADS

- **GREENSBORO AQUATIC CENTER (GAC)**

- NEARLY \$19 MILLION
- HOSTS HIGH SCHOOL AND COLLEGIATE EVENTS, USA SWIMMING MEETS, U.S. MASTERS SWIMMING AND U.S. WATER POLO EVENTS.

- ACCORDING TO THE GREENSBORO CONVENTION & VISITORS BUREAU, THE **ESTIMATED ECONOMIC IMPACT OF GAC EVENTS EXCEEDS \$150 MILLION**

- GAC OPERATES 15 HOURS A DAY, 360 DAYS A YEAR

- **NEW 4TH POOL WILL OPEN IN 2019 - \$8.2 MILLION PROJECT**

- WILL CONNECT TO THE EXISTING GAC PROVIDING 19 ADDITIONAL SHORT COURSE LANES AND 8 LONG COURSE LANES.

GREENSBORO AQUATIC CENTER (GAC)

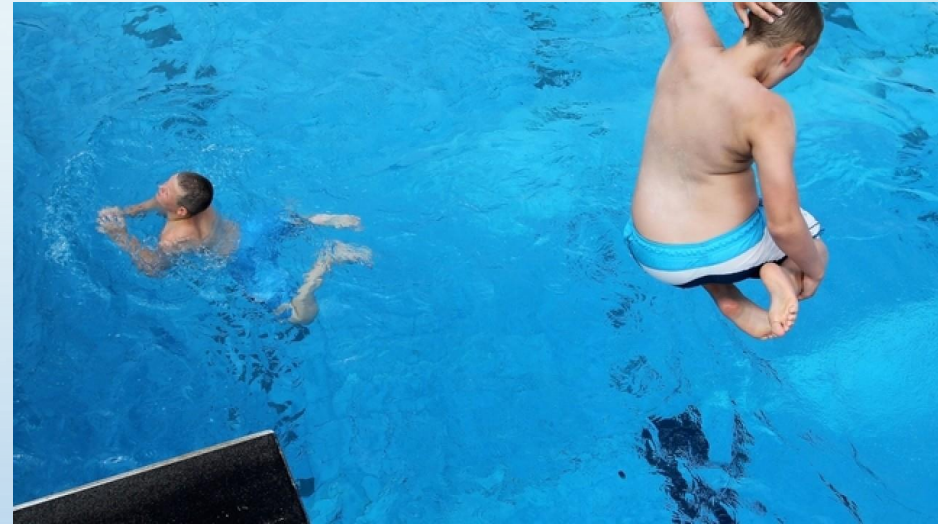


DAILY ADMISSIONS

- \$5 – **ADULTS** (AGES 18 TO 59)
- \$4 – **CHILDREN/TEENAGERS** (AGES 2 TO 17, OR WITH COLLEGE ID)
- \$4 – **SENIORS** (AGES 60+)
- \$2 – **SENIOR SWIM SPECIAL** (AGES 60+) AVAILABLE ONLY MON-FRI, 9 A.M. TO 12 P.M.
- \$15 – **FAMILY UP TO 4** (MUST CONSIST OF AT LEAST 1 ADULT WITH CHILDREN)

OMAHA, NE

POPULATION 468,262



- **OMAHA PARKS AND REC:**

- 3 INDOOR
- 15 OUTDOOR POOLS (\$1-\$3 DEPENDING ON POOL FEATURES/\$5 FOR WATER PARK)
- 11 SPRAYGROUNDS

TULSA, OK

POPULATION 400,669



- **TULSA PARKS AND REC OPERATES:**
 - 5 OUTDOOR POOLS
 - 12 WATER PLAYGROUNDS AND 19 SPLASH PADS
- DAILY RATES FOR CITY POOLS
 - 2 POOLS FREE/ 2 AT \$1 AND 1 AT \$3

LOCAL LOOK

AQUATICS FACILITIES NEAR LOUISVILLE



LEXINGTON, KY

POPULATION 323,780

- FOUR AQUATIC CENTERS
 - \$6 – ADULT ADMISSION
 - \$4 – YOUTH (15 AND UNDER)
- THREE NEIGHBORHOOD POOLS
 - \$4 OR \$5 – ADULT ADMISSION
 - \$3 – YOUTH (15 AND UNDER)
- FOUR SPRAYGROUNDS



INDIANA POOLS NEAR LOUISVILLE



- **RIVER RUN AQUATIC FACILITY:** (NEW ALBANY): OLYMPIC POOL, LAZY RIVER, WATER SLIDES, SPLASHPARK - \$7-\$9
- **CLARKSVILLE COVE AQUATICS CENTER:** (CLARKSVILLE): SLIDES, ZERO ENTRY KIDS POOL, WATER FEATURES - \$5-\$7
- **JEFFERSONVILLE AQUATICS CENTER:** SLIDES, WATER FEATURES, OLYMPIC POOL - \$5-\$7
- **CHARLESTOWN FAMILY ACTIVITIES PARK :** SPLASHPARK AND RECREATION OPPORTUNITIES – FREE

AMERICAN LEGION PARK POOL ELIZABETHTOWN, KY



- TWO LARGE WATER SLIDES, ROCK CLIMBING WALL, LAZY RIVER, VORTEX, KIDS' PLAY STRUCTURE, MOMMY DECK, AND A SEPARATE SPLASH PAD
- DAILY PASS PRICES: ADULTS 18 AND OLDER: \$6 AGE 4-17: \$4 KIDS UNDER 4: FREE. SPLASH PAD: FREE
- TAXPAYERS INVESTED \$4 MILLION TO BUILD THE PARK

THE JUNIPER HILL FAMILY AQUATIC CENTER FRANKFORT, KY



- **ADMISSION:**

3 – 10 \$5.50

11 AND UP \$6.50

TWILIGHT RATE 4:00 P.M. TO 7:00 P.M. \$3.50 (ALL AGES)

FEASIBILITY STUDY PROCESS



Needs Assessment

- Evaluate area providers
- Research area demographics
- Identify user groups
- Site analysis



Facility Program & Space Requirements

- Develop schematic design options for programming
- Develop project cost estimates



Operations & Business Plan

- Opinion of revenue
- Opinion of operating expenses
- Determine cash flow



Louisville Aquatics Center Feasibility Study

community input meetings

Tuesday, December 11 6-8pm Cyril Allgeier Community Center
4101 Cadillac Court

Saturday, December 15 1-3pm Central High School
130 W. Chestnut Street

This study was made possible through the generous support from the following organizations



Thank you to the following groups for their promotional support



COMMUNITY STAKEHOLDERS

Louisville
Sports
Commission

Norton
Healthcare

Bellarmine
University

Louisville
Metro Parks

University of
Louisville

Greater
Louisville
YMCA

Jefferson
County Public
Schools

Community
Input
Meetings

USA
Swimming



COMMUNITY FEEDBACK

Bring sports tourism to the Louisville area

Grow Bellarmine's existing men's and women's swim team, as well as enhance their ability to host swim meets

Meet the demand of the recreational, instructional, competitive and fitness aquatic users, while providing swim lessons and water safety exposure for everyone in the community

YMCA could benefit from additional lap lanes as they receive requests for pool time from local swim teams

Goal of teaching every child in the community how to swim

Louisville would like to host the ACC Swimming and Diving Championships

Ability to host swim practices and swim meets for JCPS 16 swim teams

Primary emphasis of Norton Healthcare is on the health and wellness of its 14,000+ employees

Strong support for 50M competitive pool, and increased number of lanes in shallow pool

Ensure support spaces are adequate to account of large swim meets and daily swimmers

Consideration should be given to the inclusion of a warm-water therapy pool

Several comments stating "Go Big!"

Recreational component in options 2 and 3 received mixed reviews at both meetings



COMMUNITY FEEDBACK

Facility should resemble IUPUI or UT Knoxville

Aquatic Center should be accessible for all population groups

Engage new swimmers in disadvantaged areas of the City

Consider inclusion of adult therapy pool

Deck space and spectator seating are very important amenities

Louisville needs a new aquatic center and to continue operating Mary T.

Consider Greensboro, NC as a model for operations

Spectator seating for 1,500 and deck seating for 1,000 competitors

Go big!



COMMUNITY AMENITIES

Programmable space

Leisure amenities

Lap lanes

Rental Opportunities

Special Events

Party Rooms



COMPETITIVE AMENITIES

Competitive pool

Warm-up pool

Dive pool

Spectator seating

Concessions



TYPES AND NUMBER OF COMPETITIVE SWIMMING EVENTS

Local (18)

Regional (8)

Statewide (2)

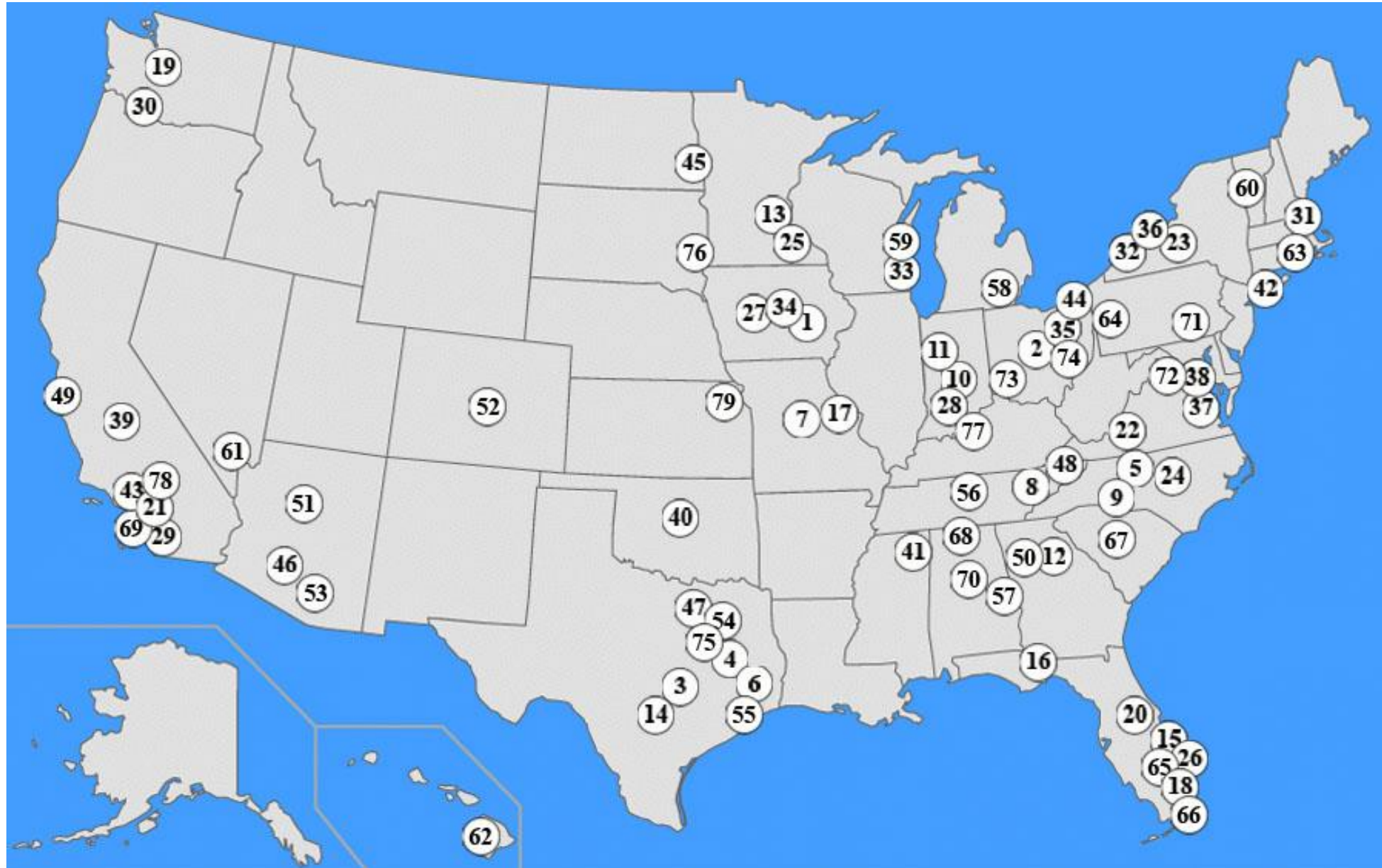
Zones (1)

National (1)

Size of meets vary based on type and region (350 to 1,000 Swimmers)



NATIONAL AQUATIC CENTERS



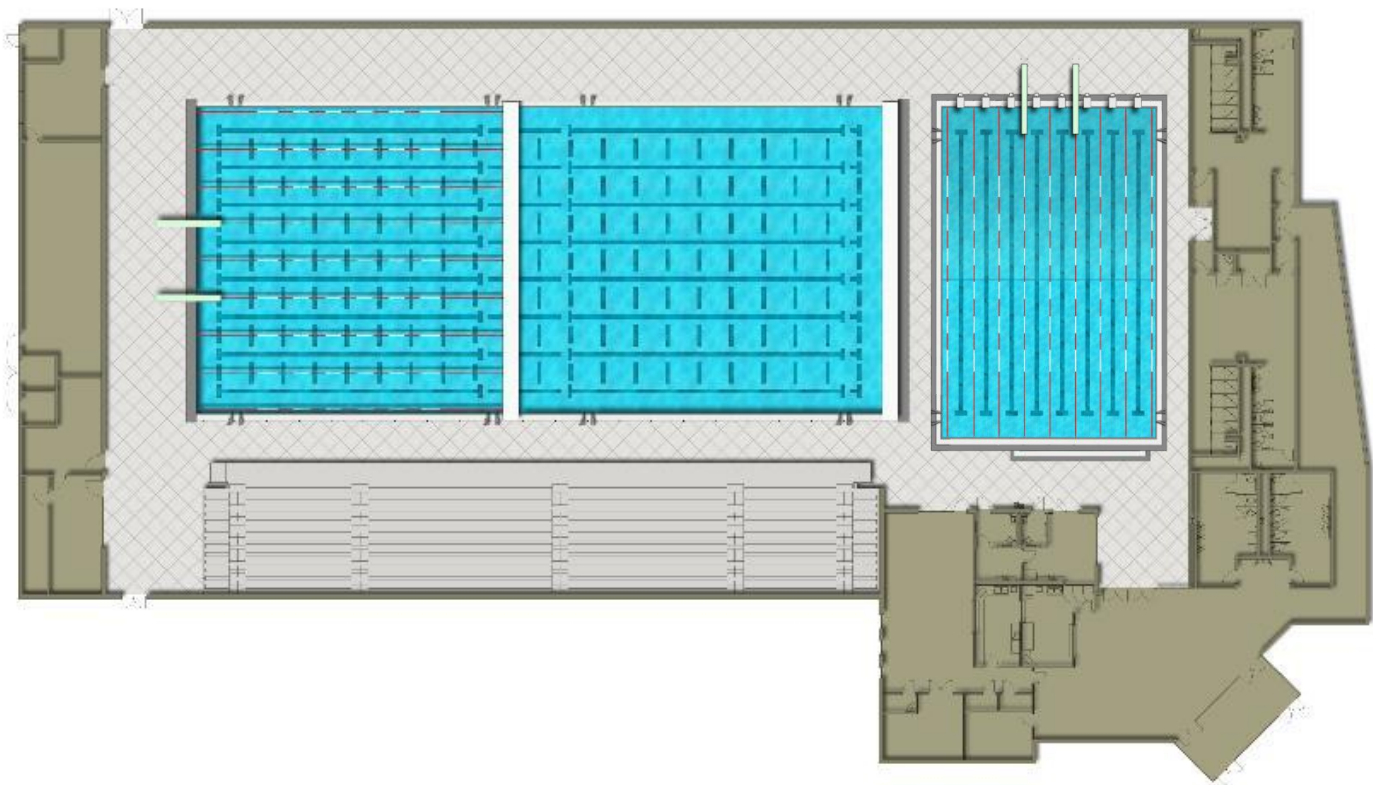
LEGEND

- 1 - University of Iowa - Iowa City, IA
- 2 - Ohio State Univ - Columbus, OH
- 3 - University of Texas - Austin, TX
- 4 - Texas A&M Univ - College Station, TX
- 5 - Greensboro Aquatic Center, Greensboro, NC
- 6 - Conroe ISD - Conroe, TX
- 7 - Univ of Missouri - Columbia, MO
- 8 - Univ of Tennessee - Knoxville, TN
- 9 - Mecklenburg County Aquatic Center - Charlotte, NC
- 10 - IUPUI Natatorium - Indianapolis, IN
- 11 - Purdue University - West Lafayette, IN
- 12 - Univ of Georgia - Athens, GA
- 13 - Univ of Minnesota - Minneapolis, MN
- 14 - Northside ISD Aquatic Center - San Antonio, TX
- 15 - Sailfish Splash - Stuart, FL
- 16 - Florida State Univ - Tallahassee, FL
- 17 - St. Peters RecPlex - St. Peters, MO
- 18 - Hall of Fame Pool - Ft. Lauderdale, FL
- 19 - King County Aquatic Center - Federal Way, WA
- 20 - International Drive Aquatic Center - Orlando, FL
- 21 - William Woollett Jr. Aquatics Center - Irvine, CA
- 22 - Christiansburg Aquatic Center - Christiansburg, VA
- 23 - Ithaca College - Ithaca, NY
- 24 - Triangle Aquatic Center - Cary, NC
- 25 - Rochester Recreation Center - Rochester, MN
- 26 - Plantation Aquatic Complex - Plantation, FL
- 27 - Wellmark YMCA Aquatic Center - Des Moines, IA
- 28 - Counsilman-Billingsley Aquatics Center - Bloomington, IN
- 29 - Alta Norte Aquatic Center - Carlsbad, CA
- 30 - Mount Hood Community College Aquatics Center - Gresham, OR
- 31 - Massachusetts Institute of Technology - Cambridge, MA
- 32 - Erie Community College - Buffalo, NY
- 33 - Lakeview RecPlex - Pleasant Prairie, WI
- 34 - Grinnell College - Grinnell, Iowa
- 35 - Denison University - Granville, Ohio
- 36 - Webster Aquatic Center - Webster, NY
- 37 - Collegiate School Aquatics Center - Richmond, VA
- 38 - Univ of Maryland - College Park, MD
- 39 - Clovis North High School - Clovis, CA
- 40 - Mitch Park YMCA - Edmond, OK
- 41 - Tupelo Aquatic Center - Tupelo, MS
- 42 - Nassau County Aquatic Center - East Meadow, NY
- 43 - Santa Clarita Aquatic Center - Santa Clarita, CA
- 44 - Spire Institute - Geneva, OH
- 45 - Hulbert Aquatic Center - Fargo, ND
- 46 - Phoenix Country Day School - Phoenix, AZ
- 47 - Westside Aquatic Center - Lewisville, TX
- 48 - Kingsport Aquatic Center - Kingsport, TN
- 49 - Stanford University - Stanford, CA
- 50 - Georgia Tech Univ - Atlanta, GA
- 51 - Northern Arizona Univ - Flagstaff, AZ
- 52 - Olympic Training Center - Colorado Springs, CO
- 53 - Univ of Arizona - Tucson, AZ
- 54 - Southern Methodist Univ - Dallas, TX
- 55 - Univ of Houston - Houston, TX
- 56 - Tracey Caulkins - Nashville, TN
- 57 - Auburn Univ - Auburn, AL
- 58 - Univ of Michigan - Ann Arbor, MI
- 59 - Walter Schroeder Aquatic Center - Brown Deer, WI
- 60 - Middlebury College, Middlebury, VT
- 61 - UNLV - Las Vegas, NV
- 62 - Kona Aquatic Center - Kailua-Kona, Hawaii
- 63 - Brown Univ - Providence, RI
- 64 - Univ of Pittsburgh - Pittsburgh, PA
- 65 - NOVA Southeastern - Davie, FL
- 66 - Univ of Miami - Miami, FL
- 67 - Univ of South Carolina - Columbia, SC
- 68 - Huntsville Aquatic Center - Huntsville, AL
- 69 - Marguerite Aquatic Center - Mission Viejo, CA
- 70 - Birmingham Crossplex - Birmingham, AL
- 71 - Franklin and Marshall College - Lancaster, PA
- 72 - Dulles South Rec Center - South Riding, VA
- 73 - Miami U, Oxford, OH
- 74 - C.T. Branin Natatorium / Canton, OH
- 75 - Mansfield ISD, Mansfield, TX
- 76 - Midco Aquatic Center, Sioux Falls, SD
- 77 - Univ of Louisville, Louisville, KY
- 78 - Splash! La Mirada, La Mirada, CA
- 79 - Capitol Federal Natatorium, Topeka, KS

OPTIONS FOR CONSIDERATION



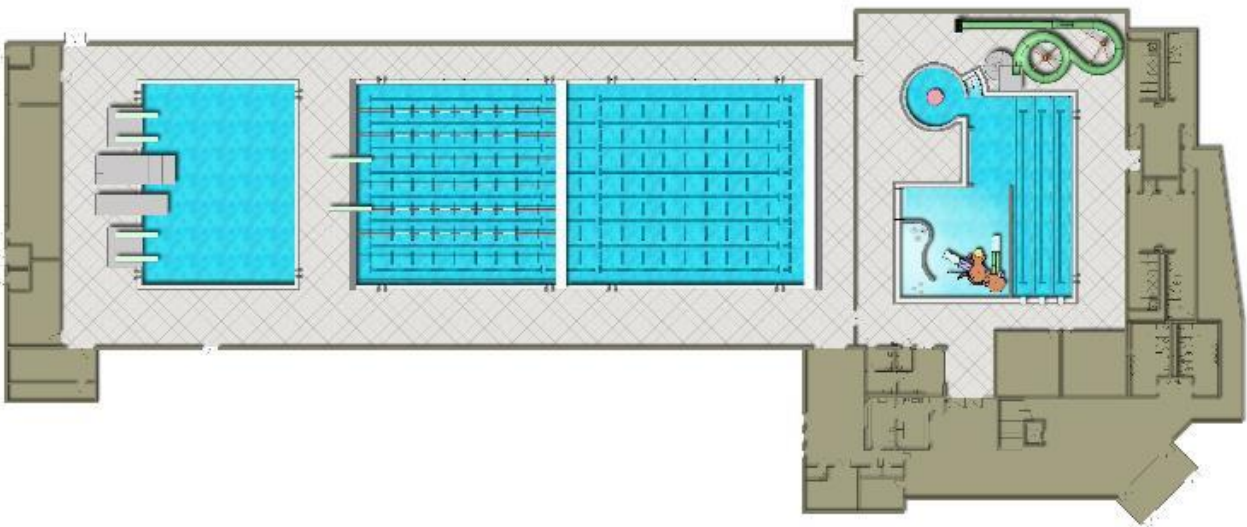
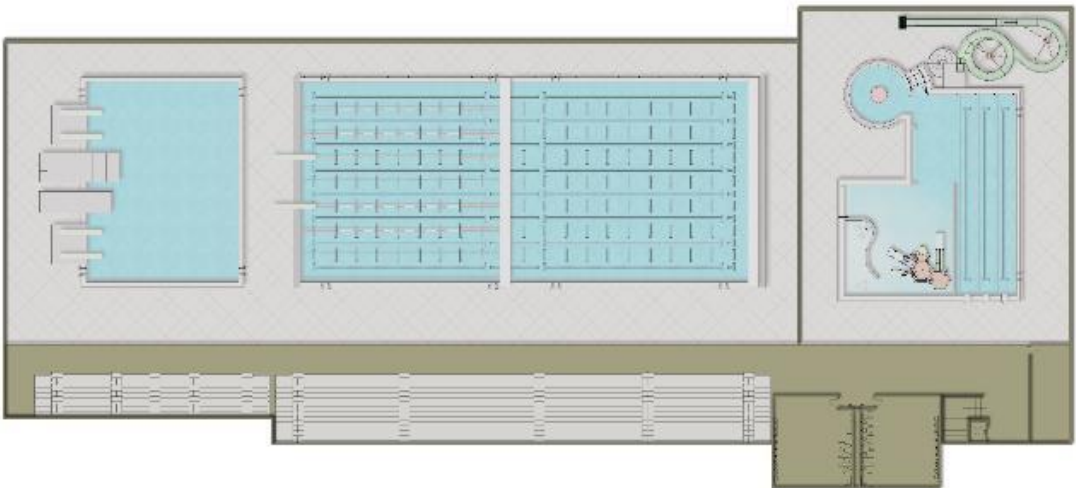
OPTION 1



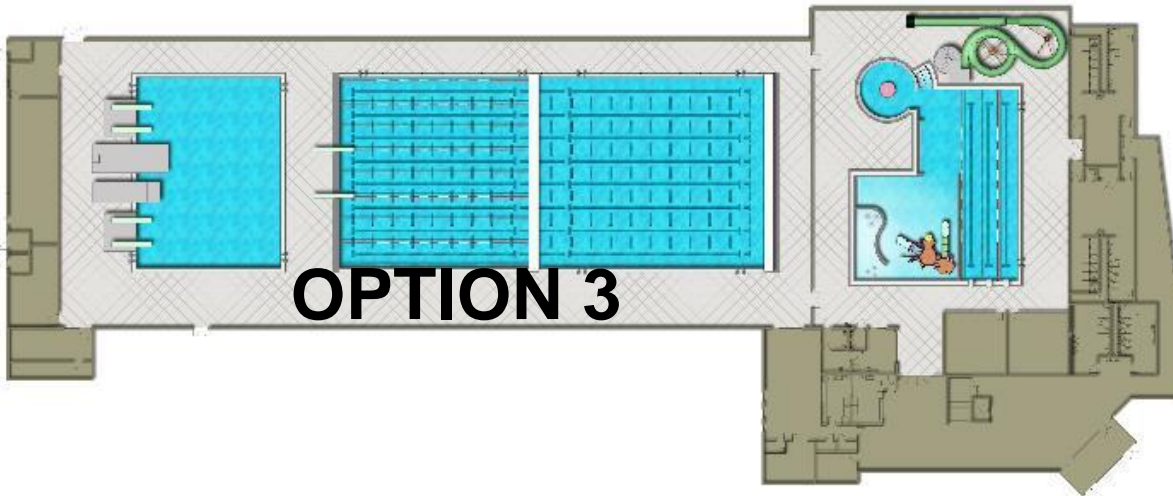
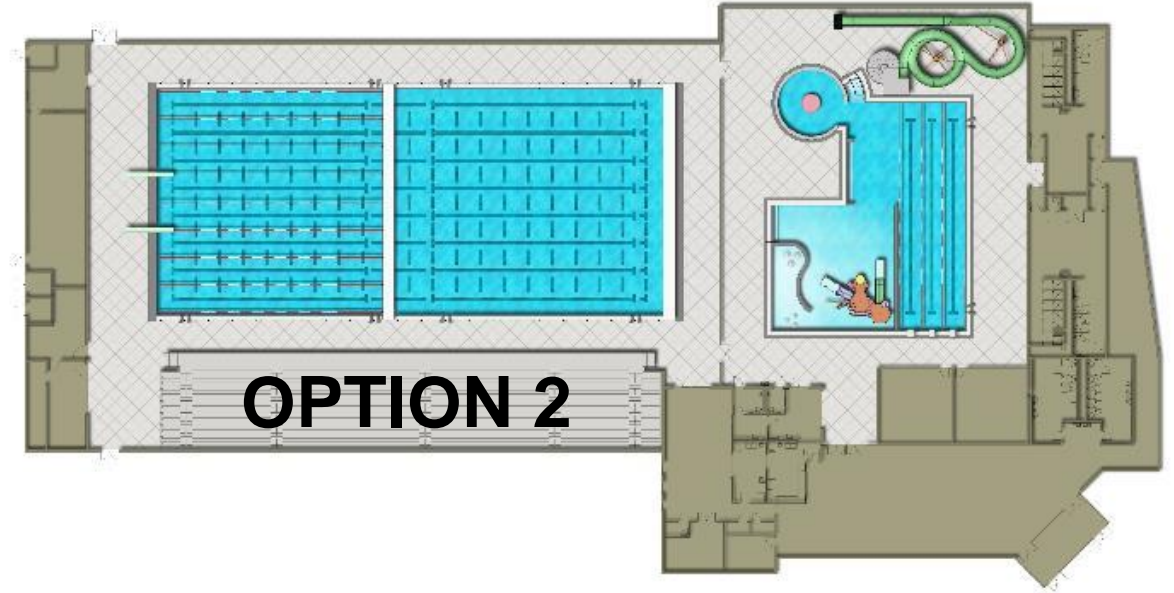
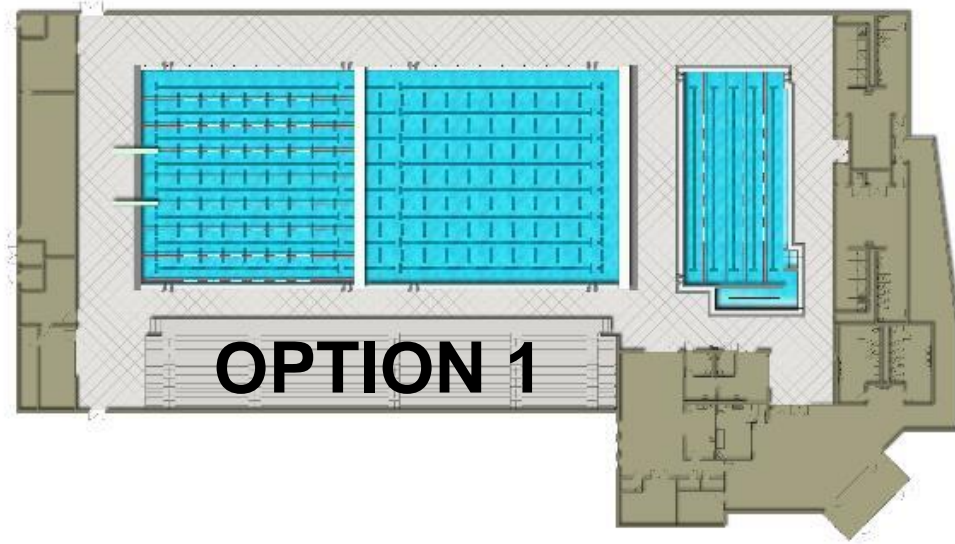
OPTION 2



OPTION 3



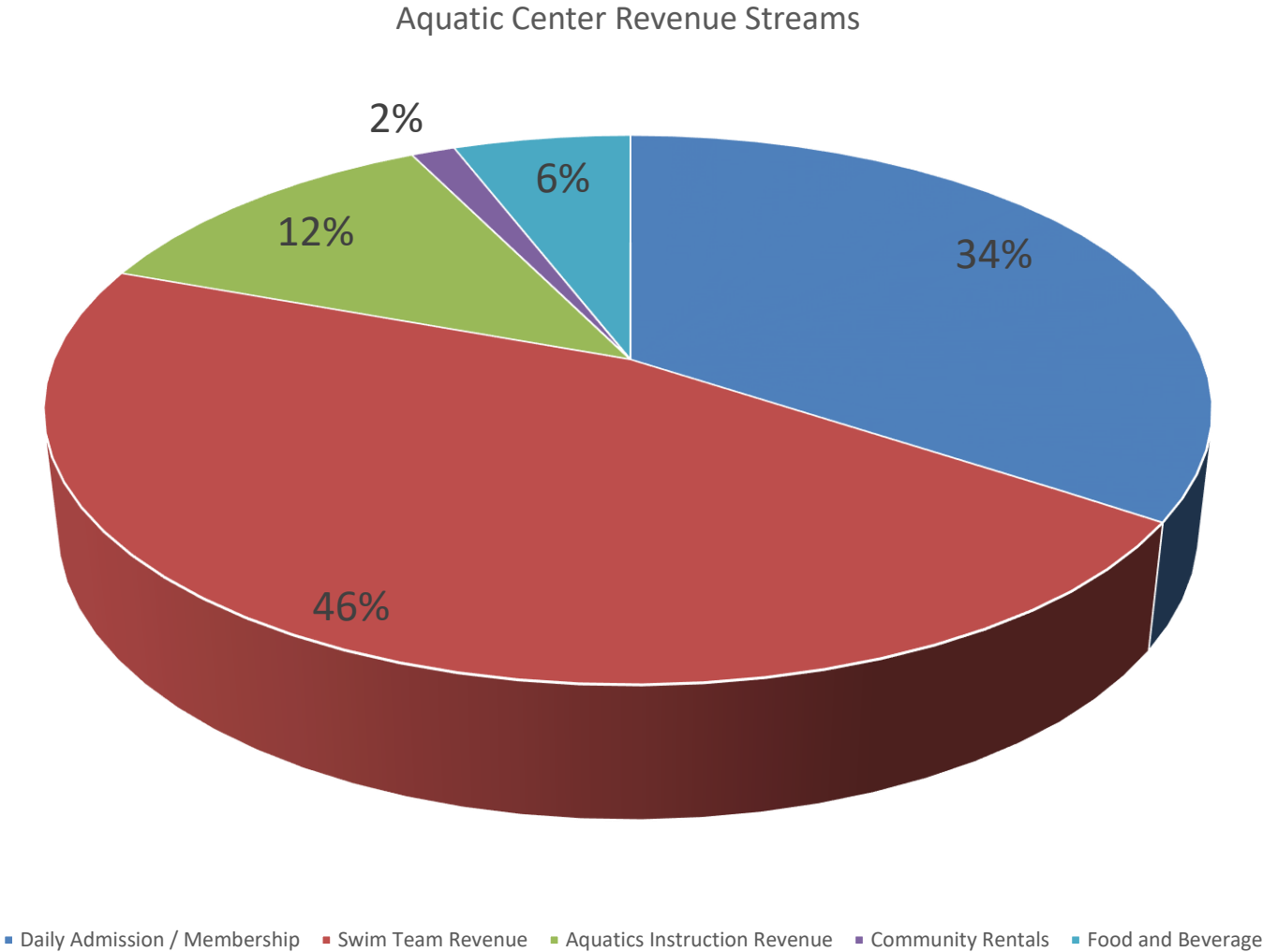
OPTIONS OVERVIEW



OPTION 4???

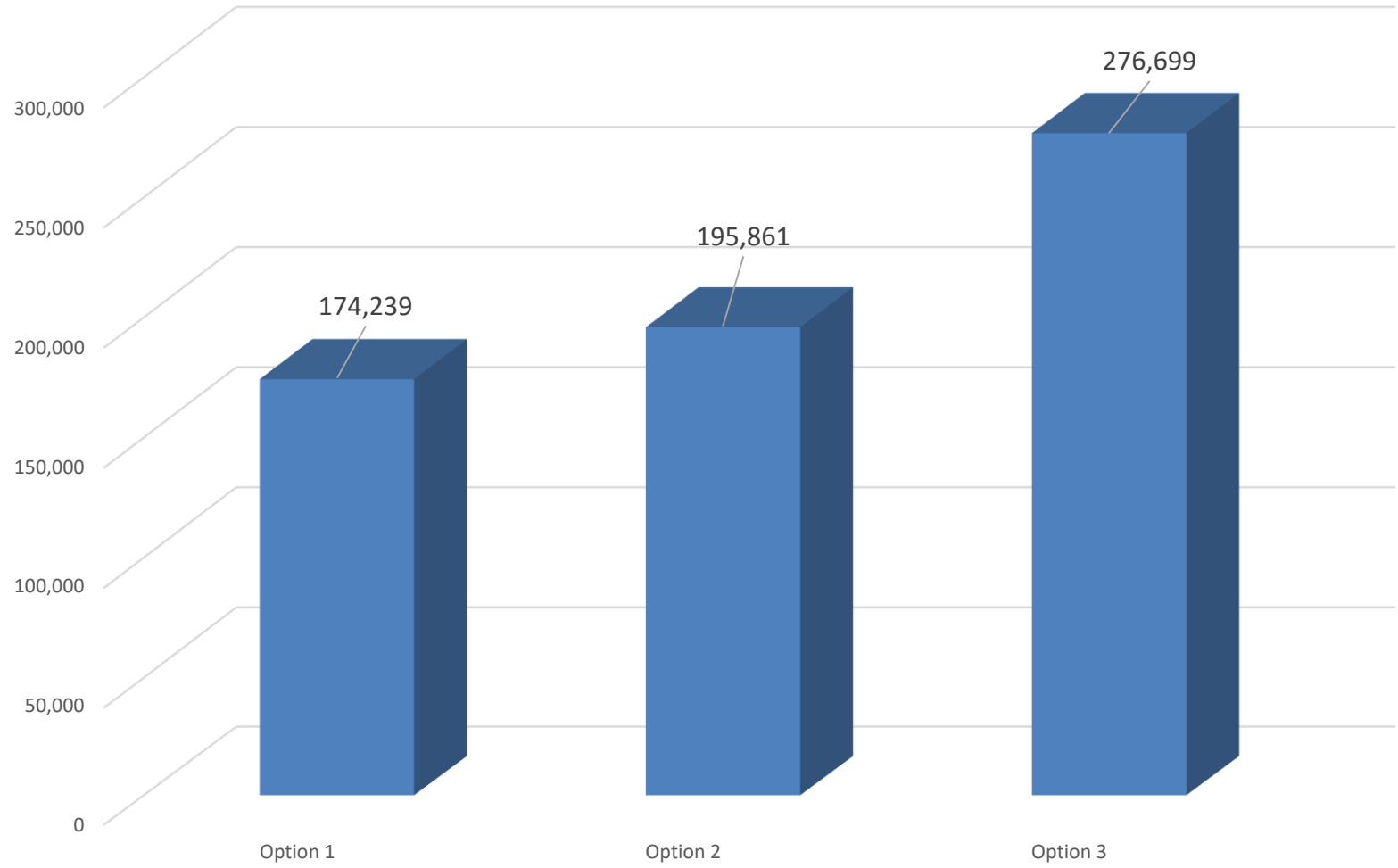
REVENUE SUMMARY

- Pool Memberships
- Daily Admissions
- Rental Revenue
 - Daily Lane Rental
 - Birthday Party Rentals
 - Competitive Events
- Programming Revenue
 - Swim Lessons
 - Water Fitness Classes
 - Special Events
- Food and Beverage
- Competitive Event Fees



AQUATIC CENTER USAGE

Number of Annual Users



WHERE DO WE GO FROM HERE?



LOUISVILLE PARKS AND RECREATION



(502) 574-PARK (7275)

PARKS@LOUISVILLEKY.GOV

BESTPARKSEVER.COM